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(54) Title: METHOD AND SYSTEM FOR TARGETED MARKETING PROMOTIONS

(57) Abstract:

METHOD AND SYSTEM FOR TARGETED
MARKETING PROMOTIONS

5   BACKGROUND OF THE INVENTION

1.   Field of the Invention

        The present invention relates generally to
advertising and marketing methods, and more specifically
to an on-line system for creating targeted marketing
10   promotions.

2.   Discussion of the Related Art

        The U.S. automotive industry is a $1.4 trillion
per year market, which breaks down into the following
15   categories: $670 billion in new/used car sales; $440
billion in financing; $158 billion in parts & service;
and $138 billion in insurance. 1999 was a record sales
volume year in North America with 17 million new cars and
light truck sales.
20   According to National Automotive Dealer
Association (NADA) there are approximately 22,000 or so
automotive dealerships in America. Between 1978 and 1998
spending on new vehicle advertising by those dealers
increased from $4 Billion to $5.5 Billion annually. This
25   translates into an increase in the average advertising
cost per new car sold of $60 (in 1978) to $340 (in 1998)
over that same time frame. Until 1998, when productivity
changes began taking place, NADA claims that the majority
of new car sales departments were barely operating at a
30   break-even point. The dealers' fixed operations,
servicing and parts typically generate 60-85% gross
profit margins and in many cases are responsible for 100-
130% of dealer profits. In 1999 NADA statistics indicate

that those dealers were able to reduce advertising
spending by 4%, but still spent $326 to sell a new car
through traditional advertising.

5   Advertising in the automotive retail industry
has relied on traditional media techniques such as
newspaper, radio, and television advertising. Such
advertising is generally performed by direct marketing
agencies, dealer management systems, and automotive OEMs.
Direct marketing agencies follow the traditional model of
10   buying geographic and demographic lists, being creative
with advertisement copy and placement of newspaper
advertising. The traditional advertising outlets of TV,
radio, and newspapers still represent the majority of the
automotive dealers' spending.

15   Historically, the automotive dealer industry
has long been prevalently a family enterprise.
Dealerships often are handed down from generation to
generation. Frequently, the management of those
dealerships lack significant formal training (such as
20   formal business education or MBAs). Decisions regarding
method of advertising or media choice have tended towards
the status quo of traditional local media solutions
available in their local markets.

          Automotive dealerships, along with the
25   manufacturers that they represent, are seriously
threatened by antiquated marketing techniques and severe
margin erosion. The franchised dealership system is
under siege due to the automotive sales process
undergoing significant change. The new industry players
30   have significant capital, marketing resources, and
technology that can create a difficult competitive
environment for the typical or traditional dealerships.
Preservation of the status quo, overall survival, and
profitability are the predominant concerns. The impact

of these changes and intense competition has the dealers focused on protecting themselves from margin erosion. With this new environment, traditional dealers must seek non-traditional ways of maintaining and increasing
5   profitability in order to survive.

The automotive retail industry demands a modernization of its marketing methods in order to survive. Dealerships must change the economics of their existing business model if they are to survive. In order
10 to be successful, dealerships must capitalize on the lifetime value of customer relationships as well as acquire new customers using more cost effective and revolutionary marketing techniques.

Thus, there is a need for a method and/or
15 system for marketing and advertising which overcomes these and other disadvantages.

SUMMARY OF THE INVENTION

The present invention advantageously addresses
20 the needs above as well as other needs by providing a method of creating targeted marketing promotions. The method includes the steps of: sending a first set of one or more communications through a computer network to a client computer, the first set of one or more.
25 communications including a request for customer targeting information; receiving a first set of one or more responses to the first set of one or more communications from the client computer through the computer network; analyzing data in a database based on the first set of
30 one or more responses to develop a list of prospects; sending a second set of one or more communications through the computer network to the client computer, the second set of one or more communications including a request for advertisement information; receiving a second

set of one or more responses to the second set of one or
more communications from the client computer through the
computer network; and generating a design for an
advertisement based on the second set of one or more
5   responses.

The present invention also provides a system
for creating targeted marketing promotions. The system
includes a database configured to store information for
targeting potential customers, means for providing a
10   connection to a computer network, and a processing
system. The processing system is configured to send a
first set of one or more communications through the
computer network to a client computer with the first set
of one or more communications including a request for
15   customer targeting information, receive a first set of
one or more responses to the first set of one or more
communications from the client computer through the
computer network, analyze data in the database based on
the first set of one or more responses to develop a list
20   of prospects, send a second set of one or more
communications through the computer network to the client
computer with the second set of one or more
communications including a request for advertisement
information, receive a second set of one or more
25   responses to the second set of one or more communications
from the client computer through the computer network,
and generate a design for an advertisement based on the
second set of one or more responses.

A better understanding of the features and
30   advantages of the present invention will be obtained by
reference to the following detailed description of the
invention and accompanying drawings which set forth an
illustrative embodiment in which the principles of the
invention are utilized.

-4-

BRIEF DESCRIPTION OF THE DRAWINGS

The above and other aspects featured and advantages of the present invention will be more apparent from the following more particular description thereof presented in conjunction with the following drawings herein;

FIG. 1 is a block diagram illustrating a system made in accordance with one embodiment of the present invention;

FIG. 2 is a block diagram illustrating an exemplary version of the system shown in FIG. 1;

FIGS. 3A and 3B are a site map illustrating an exemplary version of the network site shown in FIG. 1;

FIG. 4 is a flow chart illustrating an exemplary registration process that may be performed by the system shown in FIG. 1;

FIG. 5 is a flow chart illustrating an exemplary process for implementing the promotions tool in accordance with one embodiment of the present invention;

FIGS. 6 and 7 are several screen shots illustrating an exemplary implementation of a portion of the promotions tool process shown in FIG. 5;

FIG. 8 is a flow chart illustrating an exemplary process for implementing the portion of the promotions tool process shown in FIGS. 6 and 7;

FIG. 9 is a flow chart illustrating an exemplary implementation of a portion of the promotions tool process shown in FIG. 5;

FIG. 10 is several screen shots illustrating an exemplary implementation of the place order portion of the promotions web pages shown in FIG. 3A;

FIG. 11 is a block diagram illustrating an exemplary architecture for the system shown in FIG. 1;

and

FIGS. 12, 13, 14, 15, 16, 17, 18, 19, 20, 21,
22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35,
36, 37, 38 and 39 are screen shots illustrating exemplary
5   web pages that may be used for implementing the
promotions tool process shown in FIG. 5.

Corresponding reference characters indicate
corresponding components throughout several views of the
drawing.
10

DETAILED DESCRIPTION OF A PREFERRED EMBODIMENT

The following description is not to be taken in
a limiting sense, but is made for the purpose of
describing the general principles of the invention. The
15   scope of the invention should be determined with
reference to the claims.

The present invention revolutionizes the $5.8
billion per year automotive marketing economy by
providing an e-commerce solution that combines
20   sophisticated data warehousing with state of the art
fulfillment technology. The present invention empowers
users, such as for example automobile dealers, to deliver
the right message to the right customer at the right
time, using the right medium.
25   In one embodiment of the present invention, an
Internet web site serves as a web "vortal". This
"vortal" (vertical market portal) can serve as a
business-to-business marketing e-commerce portal for the
22,000 new automobile dealers in the U.S. and their
30   250,000 employees. A preferred embodiment of the present
invention can accommodate data analysis and marketing
needs of automotive dealerships (new cars) nationwide by
offering advertising/promotional solutions that provide
the dealers a one-to-one marketing capability to their

end customers. Such a system can also be expanded with
additional features, other marketing information, and
industry links that will provide a complete "one stop"
marketing resource for the automotive industry.

5   Embodiments of the present invention can also be used to
support the used vehicle market and finance and insurance
(F&I) needs of the automotive marketplace.

There is a significant market opportunity for
the present invention. If just 20% of the 22,000
10   dealerships reallocated only 20% of their promotion
budget from traditional advertising to the promotions
features of the present invention, that translates into
annual market size of $1.8B. In addition to new vehicle
sales, there are 210 million cars and light trucks on the
15   roads today. The present invention is not only useful
for new car sales but may also be applied to used vehicle
sales, marketing extended warranties, accessories and
parts and service merchandising.

Referring to FIG. 1, there is illustrated a
20   system 100 made in accordance with an embodiment of the
present invention. The system 100 offers the user a
complete marketing solution. As will be discussed below,
an important feature of the system 100 is a promotions
tool set. While the system 100 may be used for marketing
25   any type of goods or services, it is ideal for use in the
automotive industry. As such, much of the discussion
below will focus on use of the system 100 by automobile
dealers, but it should be understood that use of the
present invention is not limited to the automotive
30   industry.

The system 100, which hosts a network site 102,
is ideal for accommodating the data analysis and
marketing needs of automotive dealerships nationwide by
offering advertising/promotional solutions. The system

100 preferably includes a database 101 and a processing system 103. The network site 102 can be used as the web "vortal" mentioned above and can serve as an interface allowing automobile dealers access to various customer

5   databases, including their own databases, and provide the dealers with the tools necessary to target customers from within those databases. In addition, demographical data overlay functionality can extend the reach of the basic customer information provided by the dealers.

10   The system 100 preferably hosts the network site 102 in a large publicly accessible computer network 104, which by way of example, may comprise the popular networks known as the Internet and/or the World Wide Web, or the network provided by America Online, Inc. of

15   Dulles, Virginia (AOL Network). It will be assumed for the remainder of the discussion herein that the network 104 comprises the Internet and that the network site 102 hosted by the system 100 comprises a web site. It should be well understood, however, that the network 104 may

20   comprises other types of networks.

            Users may access the web site 102 hosted by the system 100 with a client computer 106. The web site 102 is displayed on the display screen 108 of the client computer 106. By way of example, the web site 102 may be

25   displayed on the display screen 108 by using an Internet browser, such as the popular Internet Explorer™ browser available from Microsoft Corporation of Redmond, Washington, or Netscape Navigator™ available from Netscape Corporation of Mountain View, California. Thus,

30   in one embodiment of the present invention the interface of the system 100 may be browser-based.

            Several different types of client computers may be used, one of which comprises the illustrated desktop personal computer (PC). Other types of client computers

that may be used in accordance with the present invention include notebook computers and hand-held devices. By way of example, such hand-held devices may include personal digital assistants (PDA), wireless telephones, etc. In

5   the illustrated embodiment, the client computer 106 accesses the network 104 by means of a wired connection. It should be well understood, however, that in the present invention a client computer may access the network 104 by means of wireless communications.

10   For the remainder of the discussion herein, it is assumed that the user interacts with the web site 102 using a client computer, such as the client computer 106, that communicates with the system 100 through a computer network, such as the network 104 (which may comprise the

15   Internet).

               Once the user has identified the desired customer target, the system 100 provides a full complement of marketing tools to encourage and allow the real-time design, pricing, and execution of custom

20   promotions. The promotions feature set (described below) of the system 100 allows users to target customers for promotional offers and create a customized advertising campaign, selecting from numerous media choices. Users are preferably encouraged to become registered users and

25   the system 100 provides a means by which a user can upload their data to the database 101 in the system 100 and be enabled to use the web-enabled data analysis services that the promotions feature offers. The data provided by the newly registered users is preferably

30   secured in the system 100's web-accessible databases 101 and made available to the user via the promotions feature. The system 100 preferably tracks user activity on the site and provides a basis for application of the principles of one-to-one marketing. Generic Return On

Investment (ROI) information as well as promotion specific ROI information is preferably provided by the system 100 and gives users a basis for making informed decisions. Additional links to partners and affiliates,

5   automotive news and marketing tips are examples of the types of information that may be included on the web site 102 and increase the overall service value that the system 100 can provide to users, such as the automotive community.

10   With the promotions feature, the web site 102 hosted by the system 100 provides users with an intuitive way to create customized or prepackaged promotional letters, coupon mailers, postcards, e-mails and telephone campaigns via the Internet. Historically, automotive

15 dealers have used "shotgun" approaches to advertising with little or no way of measuring effectiveness. Often, a dealer can spend more on advertising per car than they net in profit. The system 100 enables dealers to use a targeted "rifle" approach by making better use of the

20 dealer's customer data, generating targeted promotions, that result in more effective advertising, and produce a dramatic improvement in return on investment (ROI) on advertising spending. Thus, the system 100 provides the dealer's one-to-one marketing vortal.

25   As an optional feature of the present invention, a separate system 110 may be used by the system 100 to coordinate the fulfillment (e.g., printing and mailing) of any direct mail promotions, provide telemarketing services, Internet based services, or

30 telephone follow-up support to assist in making each promotion a success. By way of example, the process of printing and mailing direct mail promotions may be fully automated in the system 110. Other types of fulfillment services, such as telemarketing services, may be

performed by the system 110 using a combination of
employees and automation. The system 110 is preferably
connected to the system 100 by means of a direct and
dedicated connection 112, but it should be understood
5   that the system 100 may communicate with the system 110
via the network 104 as either an alternative or in
addition to the direct connection 112. In this way the
customized or prepackaged promotional materials (e.g.,
letters, coupon mailers, postcards, e-mails and telephone
10   campaigns) that a user creates by interacting with the
system 100 can be either partially or completely
fulfilled by the system 110.

        FIG. 2 illustrates an exemplary logical
architecture for the system 100. This architecture may
15   be used for implementing the database 101 and the
processing system 103. The system 100 is preferably
designed from a functionality perspective, assigning each
type of function to its own "layer." In one embodiment,
the system 100 can utilize many types of industry-
20   strength software, and using a layered approach separates
each function.

        The first layer is the physical network layer
120. This is where all client requests (HTTP) will enter
the system. This layer also deals with security and
25   performance aspects of the network architecture. All
requests are preferably load balanced, and all data
within the system 100 is preferably protected with
varying degrees of security. In one embodiment, the load
balancing hardware/software can act as the protection
30   mechanism for the web server and application server
layer. Additionally, a firewall may be used to provide a
greater degree of protection for the database.

        From a logical perspective, the next layer is
the HTTP server layer 122. Services within this layer

will act as the primary interface for all client
requests.

    The application server(s) 124 and demographical
data services 126 are preferably placed in the next

5   layer. The application server(s) 124 take over computing
intense processes so that the front end web servers 122
can stay focused on serving the ongoing web requests,
which include fulfillment processes, payment processes,
demographical data processes, and personalization

10   processes. The application server(s) 124 preferably also
provide for a staging platform to roll out new
application releases and distribute them in a seamless
way among all front end servers 122, create foundation
for catalog based search catalog, and provide central PDC

15   for NT with Backup PDC residing on the second application
server. By way of example, the demographical data may be
supplied via the MapInfo Target Pro database available
from MapInfo Corporation of Troy, New York.

    The application servers 124 and demographical

20   data services 126 are preferably placed within one layer
for several reasons. First, the application servers 124
will normally have to interact with the demographical
data source 126 to fulfill the underlying client
requests. This maintains system integrity, as the

25   application layer will know what data requests need to be
merged with the internal database.

    The final layer in this logical design is the
database layer 128. The database server 128 implements
the database 101 and normally collects and processes all

30   data-related requests. By way of example, the Microsoft
SQL Server available from Microsoft Corporation of
Redmond, WA, may be used as the relational database
server 128 for the system 100. The Microsoft SQL Server
is scalable across multiple hardware platforms running

the NT operating system, and it supports extended
language libraries such as VC++ and Visual Basic. This
helps with developing database specific functions that
are otherwise difficult to accomplish when pursuing a

5   totally integrated approach. With the 7.0 release of MS
SQL Server, data transformation services are now
supported internally to various heterogenous data
sources.

Referring to FIGS. 3A and 3B, there is

10   illustrated an exemplary architectural structure for the
web site 102. It should be understood that this is just
one sample architecture and that many different web site
architectures may be used for the present invention.
Users will preferably have access to the web site 102 via

15   the Internet. The web site 102 includes a home page 140.

The web site 102 may include many different
optional features. For example, an information center
142 (or company information page 142) may be included and
may include information or links to job openings 146,

20   press releases 148, legal information 152, privacy and
security policy information 154, customer service policy
information 156, and purchase policy information 158. A
"contact us" page 144 may be included in order to display
contact information. A search page 174 and search

25   results page 176 may be included for searching the site.
A help page 178 may be included that has access to a
frequently asked questions database (FAQ's) 179, online
support 181, and a help desk 183. The help page 178 may
be used to request and receive online help. A site map .

30   141 may be included to assist with navigation of the web
site 102. It should be well understood that the
inclusion of these pages and links in the web site 102 is
optional.

Additional optional features that may be

included in the web site 102 include a partners and
friends page 143 (or a partners and affiliates page 143),
which may include links to NADA 145 and other companies
147, 149, 151, as well as a manufacturer relationships

5   page 153. A "check it out" page 155 having information
of interest may also be included. Such information of
interest may include current manufacturer rebates 157 and
links to summary OEM rebate information, success stories
159, return on investment (ROI) data 161, a press room

10 163, and other interesting information 165. A smart
marketing page 167 may be included that includes or has
links to marketing basics 169, automotive marketing tips
and helpful hints 171, one-to-one marketing information
173, as well as links to automotive marketing news.

15 Again, all of these features are optional.

A products and services page 175 may be
included to provide information to users regarding the
products and services provided by the system 100. This
page may include information or links to new car

20 promotions 177, used car promotions 185, parts related
promotions 187, service related promotions 189, finance
and insurance (F&I) promotions 191, ordering customer
lists 193, and/or ordering market research reports 195.
An analysis page 197 may also be included to provide

25 tools to users, such as automotive dealers, for
performing database analysis.

The web site 102 may also include a "no
obligation test drive" or "sales tour" 160. This page
can be used to demonstrate the capabilities of the

30 promotions tool, as well as other services. For example,
a build a sample letter page 162 and a view output sample
page 164 may be included. A features and benefits page
166 and a pricing page 168 may also be included. These
pages give the user an opportunity to sample and preview

the services provided by the system 100 by viewing sample
promotions. As an optional feature, this test drive or
sales tour can end with a link or transfer to the
subscribe to service page 200.

5   The web site 102 preferably includes a
subscribe to service (or registration) page 200. This is
where new users can go to subscribe (or register) to the
system 100. Once a user has subscribed, the user logs in
to the system 100 using a login page 201.

10   Referring to FIG. 4, there is illustrated an
exemplary subscription/registration process 200 that may
be used with the system 100. The
subscription/registration process 200 is one exemplary
process that may be used to add a new user to the system

15   100. In the illustrated process 200 the users of the
system comprise automotive dealerships, but it should be
understood that other types of users may register with
and use the system 100. In the process 200, some
functions are performed automatically by the system 100,

20   some functions are performed by the administrator(s) of
the system 100, and some functions are performed by the
new user.

          Specifically, the process can begin in either
step 202 or step 204. If the process starts at step 202,

25   the new user submits dealership registration information
to the system 100 in step 206. Preferably, the new user
submits this registration information via the web site
102. In step 208, the system administrator contacts the
new user and sets up a "superuser" account. A

30   "superuser" account is an account for the primary user in
an organization (such as an automotive dealership). The
superuser has the authority to set up other user
accounts. This step may also involve uploading data from
the new user to the database 101 in the system 100, as

well as processing that data. Thus, the database 101 in
the system 100 may store some of the user's own data,
such as the user's own customer data. The processing of
uploaded data may involve cleansing and purification of

5   the data, described below.

In step 210, the system 100 sends an e-mail to
the new superuser with login information. In step 212,
the superuser activates the account and enters the e-mail
addresses and account usernames and passwords for the

10   other users who will have access to the account. In step
214, the other users are notified via e-mail from the
system 100 or directly by the superuser of the existence
of the account. As indicated in steps 216, 218, if a
user is notified of the account by e-mail from the system

15   100, the user can simply click on a link included in the
e-mail that will take the user to the web site 102 where
he or she can login using his or her username and
password. On the other hand, if a user is notified of
the account directly by the superuser, the user can go to

20   the web site 102 and log in using his or her username and
password, as indicated in step 220. The process ends in
step 222.

If the process starts at step 204, the new user
submits individual account information to the system 100

25   in step 224. In step 226 the system 100 checks whether
or not the new user is associated with a dealership that
is located in the system 100's database. If so, then in
step 228 the system 100 sends an e-mail to the superuser
for the dealership with a request for user account

30   creation. In step 230, the superuser grants access for
the users listed in the e-mail. If in step 226 the
system 100 determines that the new user is not associated
with a dealership that is located in the system 100's
database, control is transferred to step 206 as indicated

by step 232.

During the registration process the system 100
preferably solicits information about the user
themselves. For example, in the automotive dealership
5   scenario, the system 100 could solicit information about
the dealership such as: contact information including
email address, needs and preference data related to
advertising and promotions, promotion budgets and current
media distribution. The system 100 may also capture the
10   dealership's computer system modem number, login,
password, and preferred purification parameters. This
information will provide the administrator of the system
100 with the ability to learn about their dealer
customers (develop a "learning relationship") and tailor
15   their offerings based on learned needs and preferences.

In fact, the system 100 preferably gathers data
about user preferences and then adjusts the system to
reflect those preferences in a continuous loop. This
makes it prohibitive for a user to go to a competitor
20   system and customize that site to its dealership,
customers and preferences.

Once registered, a user preferably has access
to their account information, past promotions, and a help
desk to assist with any questions or problems that may
25   arise. For example, the web site 102 can include a
customized "my page" 180. This personalized homepage can
recognize previous users by means of their login and
display their name and current date as well as last date
of access. This page can also display a message
30   regarding readiness of the user's customer data once that
the import and purification steps have been completed.
This page may also include information or links regarding
updating account information 182, promotions in progress
184, promotion history 186, a message desk 131, news 133,

and a logout page 135. A view/edit/cancel orders page
may also be included. With these features the system 100
can provide the ability to provide promotion history for
the particular user and dealership. The system 100 is

5   preferably customized and personalized. Specifically,
the system 100 preferably provides the ability to create
user-ID's along with user and dealership profile
information, and to recognize returning visitors by their
login or use of cookies.

10   Referring again to FIGS. 3A and 3B, the web
site 102 preferably includes a promotions page 300 where
users can interact with the promotions tool of the system
100. The promotions tool comprises a web enabled
promotion generation engine that provides users (such as

15   automotive dealerships and others) the ability to
optimize the use of their own customer data to create
targeted marketing promotions.

          Specifically, the promotions tool empowers
users to create and execute custom promotions, which in

20   the automotive scenario will drive traffic to dealers'
showrooms, service bays, or used car lots. The direct
benefit to the dealers will be a significantly improved
ROI on their advertising investment. Rather than using
"shoot in the dark" traditional mass marketing newspaper

25   or television advertisements with little or no way to
measure effectiveness, the dealer can use the promotions
tool of the present invention to develop very targeted
marketing promotions with their customers and prospects.
Thus, the system 100 can empower users, which in the

30   examples illustrated herein involves the automotive
retail community, to achieve one-to-one marketing
excellence. In the automotive scenario, users of the
system 100 include, but are not limited to, the
automotive dealership community, including dealer

principals, general managers, new and used car managers,
F&I managers, service, parts & accessories managers,
business development staff, dealership advertising
agencies, automotive OEMs, and advertising agencies for
5   the automotive world. It should be well understood,
however, that the system 100 may be used for marketing in
many different industries and not just the automotive
industry.

The promotions tool preferably provides
10   detailed database analysis, customer mapping, as well as
a number of other dealer-centric marketing tools. The
browser-based promotions tool described herein can be
used by dealers and others to accomplish the above-
described marketing agenda. The promotions tool allows
15   dealers to identify target customers for promotional
offers and create customized advertising campaigns.

Referring to FIG. 5, there is illustrated a
general, exemplary process 301 that may be used to
implement the promotions tool (or feature) of the system
20   100. Preferably, the process 301 is executed by the
system 100 sending communications through the network 104
to the client computer 106 and the user responding by
sending communications from the client computer 106 back
to the system 100 through the network 104.

25   In step 303, the user may upload his or her own
customer data to the database 101. It should be
understood that step 303 is an optional step. If step
303 is performed, it is preferably executed during the
subscription/registration process 200. Furthermore, a
30   cleanse and purification process is preferably performed
on the imported customer data. Namely, the imported
customer data is checked to ensure that it is accurate
and up to date. This process, which is optional, may be
performed in a variety of ways. Specifically, the system

100 may perform the purification step using off the shelf
software, or the call center staff may actually talk with
customers to find out if they have sold the vehicle,
moved away, etc., or a combination of these methods may
5   be used.

In step 305, the system 100 requests customer
targeting information from the user for building a
promotion. The system 100 receives the customer
targeting information from the user in step 307. In step
10   309, the system 100 analyzes data in the database 101
based on the targeting information. The system 100
develops a list of prospects, i.e., a list of target
customers for the promotion, from this analysis.

In step 311 the system 100 requests information
15   regarding the type (or method) of advertisement from the
user. Different types of advertisements may include
mail, e-mail, telephone campaigns, postcards, coupons,
surveys, etc. Thus, as used herein the term
"advertisement" is intended to include any of these
20   methods of targeting potential customers. The system 100
receives advertisement design information from the user
in step 313. Based on the received advertisement design
information, the system 100 generates a design for an
advertisement in step 315. In step 317, the user is
25   preferably permitted to review and test the promotion.
The promotion is fulfilled in step 319. Specifically,
either one or both of the systems 100, 110 generates the
advertisements and directs or sends them to the list of
prospects. If fulfillment is to be performed by the
30   system 110, the system 100 provides the system 110 with
information needed for the fulfillment process.

As indicated by the process 301, the user
generally begins the promotion creation process by using
the promotions tool to select a target group for a given

promotion, i.e., by performing steps 305, 307, 309
described above. The user may select a target group by
using either an instant promotions feature 302, a
favorite promotions feature 304, or a custom promotions

5   feature 306, along with a target prospects feature 360.
Thus, the instant promotions feature 302, the favorite
promotions feature 304, the custom promotions feature
306, and the target prospects feature 360 may be used to
implement steps 305, 307, 309.

10   Referring to FIG. 6, there is illustrated an
exemplary process that may be used for the instant
promotions feature 302 and the favorite promotions
feature 304. Specifically, the illustrated process may
be used to build a promotion that targets a subset of

15   customers in the dealer's database. The user starts on
the homepage 308 and clicks on the promotions link in the
global navigation area 310 or featured product area 312.
The global navigation area 310 can show the current
section and allow access to help utilities and

20   login/logout. The featured product area 312 allows the
featuring of new products. If the user has not logged
in, the user is taken to a promotions page 314 where he
or she can read about the product and login or register.
A login feature 316 allows fast access to the users

25   personalized page. A page title 318 indicates the user's
current location. A promotions copy 320 allows the
system to promote the promotions feature and offer
tour/registration to the user.

Once the user is logged in, he or she is taken

30   to the choose a promotions screen 322. A progress bar
324 shows the user's progress through the process. A
next button 326 serves as the default navigation for the
promotions tool. On the promotions screen 322, the user
chooses from the three promotion options: instant

promotions, my favorite promotions, and custom
promotions. In the present scenario the user selects
either instant promotions or my favorite promotions. The
instant promotions feature, which may also be referred to
5   as a promotion wizard, provides the user with easy-to-use
"instant" promotions designed by the administrators of
the system 100. In other words, these are "canned"
promotions that are pre-designed methods to target
prospects. The favorite promotions feature includes
10   promotions that the user has previously run, i.e., the
user's favorite methods for targeting prospects. After
selecting one of these, the user is taken to a list of
predefined ways in which he or she can target prospects
on a target prospects screen 328. The user chooses a
15   prospecting method from the list and that analysis is
performed on his or her dealership's data. As will be
discussed below, the user may also choose to have the
analysis performed on outside data as well. A current
promotion box 330 shows current options selected for this
20   promotion.

          After selecting a predefined prospecting
method, the user is taken to a review results screen 332.
A target other customers features 334 allows the user to
return to targeting customers. A back button 336 serves
25   as simple navigation means to move backwards through the
promotions process. From the review results screen 332
the user can return to the list of prospecting methods or
continue to the choose advertising screen 338 (discussed
below).

30   Referring to FIG. 7, there is illustrated an
exemplary process that may be used for the custom
promotions feature 306. Specifically, the illustrated
process may be used to build a custom promotion that
targets a subset of customers in the dealer's database.

Similar to above, the user starts on the homepage 308 and
clicks on the promotions link in the global navigation
area 310 or featured product area 312. If the user has
not logged in, the user is taken to the promotions page
5   314 where he or she can read about the product and login
or register. Once the user is logged in, he or she is
taken to the choose a promotions screen 322 where the
user chooses from the three promotion options: promotion
wizard, my favorite promotions, and build a custom
10 promotion. In the present scenario the user selects the
build a custom promotion option. This option allows the
user to build his or her own promotions. This option may
be beneficial to advanced users.

        After selecting the custom promotions option,
15 the user is taken to a select criteria screen 340 (or
target prospects screen 340) that includes a list of
criteria that can be used to analyze the user's customer
database. The list of criteria is included in a set of
criteria links 342 that allow the user to add criteria to
20 the promotion. By way of example, the list of criteria
may include one or more of the following criteria:
customer information including age, zip code, city,
income, number of dependents, auto club membership,
county, state, area code, telephone number prefix, income
25 level, etc., and vehicle information including make,
model, year, date of last service, mileage, value, etc.
When the user clicks on a link to one of these criteria
(i.e., one of the criteria links 342), he or she is taken
to a criteria entry page 344 on which he or she enters
30 values for the selected criteria. In the illustrated
example the selected criteria is zip code.

        The list of criteria may include many different
types of parameters. For example, the select criteria
feature may allow the user to perform summary level

analysis on his or her customer database to isolate
parameters such as automobile year, make and mileage,
pending lease terminations, and warranty expiration date.
An automobile dealer can profile potential new or used
5   vehicle purchase prospects, upcoming vehicle service
candidates, F&I prospects, and even parts and accessories
customers. Using a specific set of these parameters, the
user can create a targeted direct marketing promotion
with increased likelihood of an improved response rate
10   from those customers.

        The criteria entry page 344 includes a cancel
link 346 and a save link 348. The cancel and save links
346, 348 return the user to the select criteria screen
340 (target prospects screen) after canceling or saving
15   the results. In other words, when the user clicks on the
save link 348, he or she is taken back to the select
criteria screen 340. The user can then add additional
criteria as he or she desires.

        When the user has finished adding criteria
20   using screens 340, 344, he or she clicks on the save
button 348 and is taken to a review results screen 350.
A target other customers link 352 allows the user to
return to targeting customers. A back button 354 serves
as a simple navigation tool to move backwards through the
25   promotions process. From the review results screen 350,
the user can return to the list of prospecting methods or
continue to the choose advertising screen 338.

        Data analysis is then performed on data in the
database 101 using the selected criteria. The database
30   101 can include the user's own customer data, and the
analysis can be limited to the user's own customer data
if the user chooses. The existing customer records in
the database 101 may be complemented with demographical
data attributes. Additional customer lists by dealership

may also be imported for use in the data analysis. This
analysis searches the database 101 to identify potential
customers that meet the specified criteria. The
potential customers that the system 100 determines meet
5   the specified criteria form a list of prospects (or a
list of target customers).

FIG. 8 illustrates an exemplary process flow
for implementing the instant promotions feature 302, the
favorite promotions feature 304, the custom promotions
10 feature 306, and the data analysis or target prospects
function 360. The process begins in step 321. In step
323 the user decides whether or not he or she wants to
build a custom promotion. If so, then the system 100
receives the user's selection of search criteria in step
15 325 and the user provided values for the selected
criteria in step 327. If the user does not want to build
a custom promotion, then in step 329 the user decides
whether or not he or she wants to use the promotion
wizard (or instant promotions feature). If so, then the
20 system 100 proceeds to "instant promotions" and receives
the user's selection of an "instant" (or "canned")
promotion in step 331. The "instant" promotions include
predefined search criteria and values. If the user does
not want to use the promotion wizard, then the system 100
25 proceeds to "my favorite promotions" and receives the
user's selection of a previously run promotion in step
333. The previously run promotions also include
predefined search criteria and values.

All three promotions options lead to step 335
30 where the user is given the opportunity to decide whether
or not he or she wants to have one or more third-party
lists overlaid onto the database 101. If so, then the
system obtains the one or more third-party lists and
overlays them onto the database 101 in step 337. In step

339 the system 100 performs the data analysis (or target
prospects function 360) by searching the database 101, as
well as any overlaid third-party lists, to identify
people and/or vehicles that meet the values for the
5   search criteria. The values for the search criteria
includes the values specified by the user in step 327 for
the custom promotions option, or the values that are
predefined by the "instant" promotion for the promotion
wizard option, or the values that were used by the
10   previously run promotion in the "my favorite promotions"
option. The resulting people and/or vehicles that meet
the values for the search criteria form the list of
prospects. For example, if the search criteria consists
of zip code and age, and the specified value for the zip
15   code is 92130 and for the age is 30 and over, the
generated lists of prospects will include all names of
people in the database 101 (and any overlaid third-party
lists) who live in zip code 92130 and are age 30 and
over. In this way, a user (such as an automotive dealer)
20   is able to use the data analysis feature to "slice and
dice" the data in the database 101 and any overlaid
third-party demographic lists. As mentioned elsewhere
herein, the database 101 may include the user's own
previously uploaded customer data. The data analysis
25   feature may be limited to this data if the user so
chooses.

        Therefore, by using the promotion wizard 302,
the favorite promotions feature 304, and/or the build a
custom promotion feature 306, along with the target
30   prospects function 360, the user can perform data
analysis to develop target profiles to identify customer
opportunities within their customer/vehicle database
based on specifying criteria. As an optional feature,
the user may be given a chance to modify the promotions

in a modify promotion page.

In one embodiment of the present invention, the target profiles are developed based on data stored in the database 101 of the system 100. The database 101 may
5 include some of the user's own data. Specifically, during the registration process the user has the option of uploading his or her customer databases to the system 100 to be stored in the database 101. It should be understood, however, that other databases may be utilized
10 by the system 100 in addition to the database 101. For example, as mentioned above, third-party demographic lists may be overlaid onto the database 101 to add value to the user's database, or the user's customer names may be cross-referenced with others in the geography based on
15 third-party lists. In this way the user's customer data may be augmented with outside data which gives the user a larger customer base with which the user can do segmentation. By way of example, such third party lists may be obtained from PrecisionLists.com of San Diego,
20 California (www.precisionlists.com) and/or Experian Information Solutions, Inc. of Orange, California. It should be understood, however, that such third party lists may be obtained from many different sources.

By way of example, all or part of the database
25 101 may comprise a database of the type maintained by Newgen Results Corporation of San Diego, California. Newgen is the leading provider of Customer Relationship Management (CRM) technology that combines expertise in database marketing and customer retention with an in-
30 depth knowledge of dealership operations to deliver highly targeted and customized solutions to the automotive community. Newgen currently maintains a database of 55 million vehicles and consumer profiles on behalf of 5,500 automotive dealerships nationwide and

maintains relationships with leading automotive
companies.

After creating a target profile the user is
taken to the choose (or create or select) advertising
5   page 338. Here the user can choose the type of
advertising to use for the promotion, i.e., perform steps
311, 313, 315. The different types of advertising may
include, but are not limited to, surveys, coupons, e-
mails, telemarketing campaigns, letters, etc. Thus, as
10   part of the choose advertisement method page 338, the web
site 102 may include a survey page(s), a coupon design
page(s), an e-mail design page(s), a telemarketing design
page(s), and/or a letter design page(s).

Referring to FIG. 9, there is illustrated an
15   exemplary advertisement creation/selection process 400 in
accordance with the present invention. The process 400
is one exemplary process that can be used to implement
steps 311, 313, 315 described above, as well as the
choose advertisement method feature 338 and the customize
20   feature 362. Furthermore, the process 400 may be used to
implement an e-mail design page, a telemarketing design
page, and a letter design page. The process 400 can be
used to create and select promotional layout and content.

The process 400 begins in step 402. In steps
25   404, 406, 408 determinations are made as to the type of
advertisement, i.e., whether the user wishes to target
customers via mail, e-mail, or telephone, respectively.
While mail, e-mail, and telephone are the only
advertising options shown in the process 400, it should
30   be well understood that the present invention is not
limited to these types of advertisements. Additional
types of advertisements may also be included in the
process 400.

If the user wishes to target customers via

mail, the system 100 assists the user in creating a
mailer beginning in step 410. The user has several
options for creating a mailer. By way of the example,
the mailer can be either a letter, postcard, flyer, or
5   coupons. The user can have the system 100 automatically
create a mailer in step 412. The user can either accept
the automatically created mailer and go on to step 406,
or the user can proceed to step 414 to edit or modify the
automatically created mailer. Alternatively, the user
10   can proceed directly to step 414 to create his or her own
mailer. In step 414 the user can select and/or edit
layouts for the mailer, in step 416 the user can select
and/or edit copy for the mailer, and in step 418 the user
can select and/or edit text for the mailer. This allows
15   the user to define the text to be used for the promotion.
          Similarly, if the user wishes to target
customers via e-mail, the system 100 assists the user in
creating an e-mail beginning in step 420. By way of
example, the e-mail can be either a letter style e-mail,
20   postcard style e-mail, or coupon style e-mail. The user
can have the system 100 automatically create an e-mail
message in step 422. The user can either accept the
automatically created e-mail message or edit or modify it
in step 424. Alternatively, the user can proceed
25   directly to step 424 to create his or her own e-mail by
selecting and/or editing copy for the e-mail.
          Finally, if the user wishes to target customers
via telephone, the system 100 assists the user in
creating a telemarketing campaign beginning in step 426.
30   The user can have the system 100 automatically create a
telemarketing script in step 428. The user can either
accept the automatically created telemarketing script or
edit or modify it in step 430. Alternatively, the user
can proceed directly to step 430 to create his or her own

telemarketing script by selecting and/or editing script.
Thus, the user can even design and initiate a
telemarketing campaign using the system 100. The process
400 ends in step 432.

5   With respect to steps 412, 422, 428 where the
system 100 automatically creates a mailer, an e-mail, and
a telemarketing script, respectively, the system 100
preferably includes a pre-established library of standard
promotion and advertisement prototypes and canned
10   promotion and advertisement examples from which the user
can select. The user is preferably given the option to
either accept these canned promotions/advertisements or
to further customize them.

          With respect to steps 414, 416, 418, 424, 430
15   where the user can select and/or edit the advertisements,
the system 100 preferably provides graphical templates so
the user can create customized promotional mailings such
as postcards, letters, e-mails, coupons, and/or surveys
to be sent to the targeted customer list. The user is
20   preferably able to access and use a "clip-art" library in
the system 100 including OEM logos as part of the
creative design process, as well as select the promotion
media for executing the campaign from letters, coupons,
postcards, e-mails, surveys, brochures and/or outbound
25   calls. Furthermore, the system 100 preferably allows the
user to design the layout, narrative and graphics online
for any media promotions and to design the outbound
telemarketing scripts for a telephone promotion.

          If surveys are provided as one type of
30   promotion, they may be designed in cooperation with a
company specializing in surveys, but this is optional and
is not required. By way of example, one such company
specializing in surveys is Zoomerang.Com of Sausalito,
California (www.zoomerang.com). The survey option

normally uses a data exchange regarding the customer
target group information with the survey company. The
system 100 can give the survey company access to managing
any survey based e-mail promotions similar to the manner

5   in which the system 100 coordinates with the
system/facility 110.

Once the user creates a promotion, the
promotion can be stored in the system 100 so that the
user can select from his or her own library of previously

10   created promotions. Furthermore, the promotions tool can
also incorporate any user provided artwork or previous
promotions.

After the user creates a specific promotion and
designs the materials, but prior to proceeding with the

15   promotion, the system 100 preferably allows the user to
review the completed advertisement. If the user wishes
to edit a portion of the advertisement, the user can
return to layout or text editing for the revisions. The
system 100 also preferably allows the user to test the

20   promotion scenario's execution costs and make adjustments
to the targeted customer parameter or to the promotional
materials to insure the costs meet budget constraints.
More specifically, the system 100 preferably allows the
user to preview a campaign's performance online and

25   generate learning from past promotions. Furthermore, the
system 100 preferably allows the user to dynamically view
the number of target prospects, price per piece, and
promotion total price throughout the campaign development
process.

30   Referring again to FIGS. 3A and 3B, after the
user creates a promotion and designs the advertisement,
the user preferably enters a place order page 374. Here
the user can place the order for the promotion and
arrange for payment (if any) and a receipt. Pricing, if

any, for use of the system 100 may be based on a
combination of subscriptions and/or payment for services
rendered. By way of example, such a subscription fee for
the system 100 vortal may be on the order of $199 per

5   month per dealer location, but this just an example and
is certainly not a requirement. This could provide the
dealer with unlimited use of the promotions tool set and
allow them to test an unlimited number of promotional
approaches to their customers. Payment for fulfillment

10 services may be based on the type of document (letter,
glossy, coupon, survey, email) and the way the
fulfillment is completed (US mail or other carrier,
email, or telephone). By way of further example, there
may be no fee for general access to the system 100's

15 website. Such free access may provide marketing training
materials & examples, links to industry information and
partners, and other information appropriate to present
the system 100 as the industry's source of one-to-one
marketing.

20   Referring to FIG. 10, there is illustrated
exemplary web pages that may be used to implement the
place order page 374 and to arrange for payment and a
receipt, as well as implement step 317 described above.
Specifically, the illustrated pages may be used to submit

25 billing information for the order and view the receipt.
The user starts on a payment page 372 where his or her
payment information is preferably automatically pre-
populated in a payment form 378. The user may pay for
the campaigns through secure credit card transactions or

30 post receivable to an account held by the administrators
of the system 100. After making any necessary changes,
the user clicks on the next button and is taken to the
place order page 374. This page allows the user one last
opportunity to back out of the process before placing an

order. An order confirmation 380 (or recap) is display. After clicking on the place order button, the order is sent to the appropriate destination for fulfillment. The user sees the receipt page 376 from which he or she can

5 create another promotion, go to my page 180, or logout by clicking on one of the links 382. The system 100 preferably includes a feature whereby the user can confirm order receipt and track promotion status.

After the place order process 374 the system

10 100 performs the order fulfillment process, which is indicated by step 319 described above. As mentioned above, a separate system 110 may be used by the system 100 to coordinate the fulfillment (e.g., printing and mailing) of any direct mail promotions, provide

15 telemarketing services, Internet based services, or telephone follow-up support to assist in making each promotion a success. By way of example, the separate system 110 may be maintained by a strategic partner of the administrators of the system 100. This way, the

20 strategic partner can fulfill the promotion and track its success.

The system 100 can also be used to implement an "agency" for its users. For example, in the automotive dealer scenario, this agency approach may involve the

25 creation of popular promotions for new car sales and leasing, used car sales, F&I, accessories, parts and service conquest. The system 100 can be used to send these pre-configured promotions to the dealer via e-mail. The system 100 can then send follow-up e-mails and

30 coordinate phone calls to confirm that the appropriate dealer contact has received the promotion, realizes the value of the promotion, and authorizes the fulfillment of the promotion. The system 100 can be used to fulfill the promotion and monitor the results and report those

results back to the dealership over, for example, a 14 to
60 day period.

The system 100 preferably also provides Return
On Investment (ROI) information. This gives users a
5   basis for making informed decisions regarding marketing.

The pages indicated by designator 137 in FIG.
3A are preferably a secured area of the web site 102 that
require login. Specifically, a user must preferably
subscribe to the system 100 prior to being permitted
10   access to my page 180 and associated pages 182, 184, 186,
131, 133, 135, the promotions tool 300 and associated
pages 302, 304, 306, 360, 338, 362, 374, and the analysis
page 197 and associated page 199. All other pages in the
web site 102 preferably do not require login. This
15   security scheme, however, is not required.

FIG. 11 illustrates an exemplary architecture
for the system 100. This architecture includes a
database, processing system, and means for connecting to
a computer network (e.g., the Internet) that may be used
20   to implement the present invention. It should be well
understood that this is simply one example of an
architecture and hardware that may be used to implement
the system 100 and that many other types of
architectures, hardware devices and processing systems
25   may be used in accordance with the present invention.
The indication herein of specific hardware devices that
can be used to practice the invention are merely examples
for illustrative purposes and are not to be construed as
limitations of the present invention.

30   The illustrated architecture provides a very
scalable and reliable platform on which the system 100
can grow. The architecture provides high availability
and no single points of failure. In general, the
architecture is modular in nature and accounts for

redundancy in every part of the system to provide for
uninterrupted service. Functional layers have been
separated where possible. For example, the web servers
reside in a network 500 that is separate from the network
5   502 having the application servers and database. This
keeps network traffic to a minimum, while maximizing
throughput and availability.

A firewall 508 is preferably placed at the
connection to the web hosting facilities. By way of
10 example, the firewall 508 may comprise a Cisco PIX
Cluster available from Cisco Systems, Inc. of San Jose,
California. A set of switches 506 are preferably used to
define a separate network for a set of load balancers
510. By way of example, the switches 506 may comprise
15 Clustered Cisco Catalyst 2924XL Switches and the load
balancers 510 may comprise F5 BIG/ip HA Cluster.

The network 500 may be defined by a set of
switches 512, which by way of example may comprise
Clustered Cisco Catalyst 2924XL Switches. The network
20 500 includes the web server hardware 504. With respect
to the web server hardware 504, multiple Compaq DL380
and/or DL360 servers may be used for this layer. By way
of example, Microsoft Internet Information Server 4.0
(IIS) or later in conjunction with Microsoft Transaction
25 Server 2.0 (MTS) or later may be used for all web servers
in this architecture. IIS is a very stable, high-
performance web server that has been deployed multiple
times with the other software components in this
architecture. IIS has also been proven to integrate and
30 function extremely well when combined with the Windows
Load Balancing Services (WLBS). Windows NT 4.0
Enterprise Edition may be used as the primary software
platform for the web servers. NT can be quickly
configured to accept other software items and is proven

as a stable platform for web servers. Preferably, the
architecture includes a minimum of two web servers, one
on each physical server, which ensures redundancy and
increases the load that can be efficiently processed and
5   maintained.

The network 502 may be defined by a set of
switches 526, which by way of example may comprise
Clustered Cisco Catalyst 2924XL Switches. The network
502 includes the application server hardware 520 and the
10   database hardware 514, 516. By way of example, the
application server hardware 520 may comprise two Compaq
6400R servers and the following components may be used
for enabling the application server layer. Specifically,
Microsoft Transaction Server (MTS) is a standards-based,
15   scalable, high-performance application engine that
provides the system developer and application developer
with all the benefits of a component-based transaction
processing system for developing, deploying, and managing
high-performing, scalable, and robust enterprise,
20   Internet, and intranet server applications. Microsoft
SiteServer may be also used and includes the features of
application staging and automated release and deployment
features including rollback option for undesired
releases, catalog based search functionality, a fully
25   integrated payment pipeline to execute online payments,
and a powerful rule-driven personalization platform that
uses business rules to target specific content to a
particular user or group of users. Microsoft Exchange
can be used to enable e-mail fulfillment processes. By
30   way of example, CyberCash may be used to facilitate the
online payment authorization process. Finally, Windows
NT 4.0 Enterprise Edition may be used as the primary
software platform for the application servers. The
application layer services preferably do not run on the

-36-

same physical servers as the web servers, but in other
embodiments of the present invention the application
layer services may be run on the same physical servers as
the web servers.

5   By way of example, two Compaq Proliant 8500
Servers 514 may be used as the platform for the database
server, and the primary storage mechanism 516 for the
database may be an attached Compaq ESA 12000 disk array.
It should be understood, however, that the various
10   databases described herein may be stored in one storage
device or distributed across several storage devices.

The database server preferably acts as the
primary storage mechanism for all data-related features
in the system 100. As mentioned above, Microsoft SQL
15   Server 7.0 RDBMS may be used for the database for this
architecture. Whenever possible, data is preferably
stored in SQL Server. Also, data processing functions
like sorting, indexing, calculations, etc., are
preferably processed at the database layer. In addition,
20   the database server preferably stores any of the logo and
promotion document files.

As discussed above, the fulfillment of direct
mail promotions may be handled by a separate system 110.
It is preferable to use a dedicated link, preferably a T1
25   connection, between the system 100 and the separate
system 110. This approach is recommended over using
standard Internet connection access in order to maintain
tight integration to ensure a seamless fulfillment
process once an order has been placed on the system 100's
30   web site 102.

The acceptance of payment through the web site
102 is preferably performed with a direct link with the
acting merchant account bank. The setup could be a
simple 56kb dedicated modem link, for example.

FIGS. 12-39 are screen shots of exemplary web
pages that may be used for implementing the above-
described features of the promotions tool.

Specifically, FIG. 12 illustrates an exemplary
5   web page that may be used for implementing the choose a
promotion function. For example, the user can run the
custom promotions feature 306 by checking "custom
promotions". FIG. 13 illustrates an exemplary web page
that may be used for implementing the select a category
10   feature for a promotion. FIG. 14 illustrates an
exemplary web page that may be used for implementing the
select a data source feature for a promotion. FIGS. 15
and 16 illustrate exemplary web pages that may be used
for implementing the define the prospect (or search)
15   criteria feature for the custom promotions feature 306.
FIG. 17 illustrates an exemplary web page that may be
used for implementing the gather criteria values feature
for the custom promotions feature 306.

FIG. 18 illustrates an exemplary web page that
20   may be used for implementing the review prospects feature
of a promotion (i.e., review search results and list of
prospects). FIG. 19 illustrates an exemplary web page
that may be used for implementing the choose advertising
method (or type of advertising) feature for a promotion.
25   FIG. 20 illustrates an exemplary web page that may be
used for implementing the select letter layout feature
for a promotion. FIG. 21 illustrates an exemplary web
page that may be used for implementing the select letter
content feature for a promotion. FIG. 22 illustrates an
30   exemplary web page that may be used for implementing the
preview letter feature for a promotion. FIG. 23
illustrates an exemplary web page that may be used for
implementing the choose campaign options feature (method
of delivery) for a promotion. FIG. 24 illustrates an

exemplary web page that may be used for implementing the arrange payment or billing feature for a promotion. FIG. 25 illustrates an exemplary web page that may be used for implementing the place order feature for a promotion.

5   FIG. 26 illustrates an exemplary web page that may be used for implementing the instant promotions feature 302. FIG. 27 illustrates an exemplary web page that may be used for implementing the favorite promotions feature 304. FIGS. 28, 29, and 30 illustrate alternative

10   exemplary web pages that may be used for implementing the custom promotion function 306 (or build a custom promotion function).

         FIG. 31 illustrates an exemplary web page that may be used for implementing the create/select

15   advertisement function. FIG. 32 illustrates an exemplary web page that may be used for implementing the direct-mail options in the create/select advertisement function. FIG. 33 illustrates an exemplary web page that may be used for implementing the e-mail options in the

20   create/select advertisement function. FIG. 34 illustrates an exemplary web page that may be used for implementing both the direct-mail layout options in the create/select advertisement function and the e-mail layout options in the create/select advertisement

25   function. FIG. 35 illustrates an exemplary web page that may be used for implementing the direct-mail text options in the create/select advertisement function. FIG. 36 illustrates an exemplary web page that may be used for implementing the direct-mail review options in the

30   create/select advertisement function. FIG. 37 illustrates an exemplary web page that may be used for implementing the e-mail text (script) options in the create/select advertisement function (the web page in FIG. 34 may be used for implementing the e-mail layout

options). FIG. 38 illustrates an exemplary web page that
may be used for implementing the e-mail review options in
the create/select advertisement function. FIG. 39
illustrates an exemplary web page that may be used for

5   implementing the telephone text (script) options in the
create/select advertisement function.

While the invention herein disclosed has been
described by the specific embodiments and applications
thereof, numerous modifications and variations could be

10   made thereto by those skilled in the art without
departing from the scope of the invention set forth in
the claims.

CLAIMS

What is claimed is:

1.   A method of creating targeted marketing promotions, comprising the steps of:
        sending a first set of one or more communications through a computer network to a client computer, the first set of one or more communications including a request for customer targeting information;
        receiving a first set of one or more responses to the first set of one or more communications from the client computer through the computer network;
        analyzing data in a database based on the first set of one or more responses to develop a list of prospects;
        sending a second set of one or more communications through the computer network to the client computer, the second set of one or more communications including a request for advertisement information;
        receiving a second set of one or more responses to the second set of one or more communications from the client computer through the computer network; and
        generating a design for an advertisement based on the second set of one or more responses.

2.   A method in accordance with claim 1, further comprising the step of:
        sending instructions to a system configured to generate advertisements having the design and to direct the advertisements to the list of prospects.

3.   A method in accordance with claim 1, further comprising the step of:

generating advertisements having the design;
and

directing the advertisements to the list of
prospects.

4.   A method in accordance with claim 1, wherein
the request for customer targeting information comprises:
a request to select a pre-defined customer
targeting method.

5.   A method in accordance with claim 1, wherein
the request for customer targeting information comprises:
a request to select customer targeting
criteria.

6.   A method in accordance with claim 1, wherein
the request for customer targeting information comprises:
a request to input customer targeting criteria.

7.   A method in accordance with claim 1, wherein
the request for advertisement information comprises:
a request to select a type of advertisement.

8.   A method in accordance with claim 1, wherein
the request for advertisement information comprises:
a request to indicate a type of layout for an
advertisement.

9.   A method in accordance with claim 1, wherein
the request for advertisement information comprises:
a request to indicate text for an
advertisement.

10.   A method in accordance with claim 1, further

comprising the step of:

uploading customer information to the database through the computer network.

11. A system for creating targeted marketing promotions, comprising:

a database configured to store information for targeting potential customers;

means for providing a connection to a computer network; and

a processing system configured to send a first set of one or more communications through the computer network to a client computer with the first set of one or more communications including a request for customer targeting information, receive a first set of one or more responses to the first set of one or more communications from the client computer through the computer network, analyze data in the database based on the first set of one or more responses to develop a list of prospects, send a second set of one or more communications through the computer network to the client computer with the second set of one or more communications including a request for advertisement information, receive a second set of one or more responses to the second set of one or more communications from the client computer through the computer network, and generate a design for an advertisement based on the second set of one or more responses.

12. A system in accordance with claim 11, wherein the processing system is further configured to send instructions to a system configured to generate advertisements having the design and to direct the advertisements to the list of prospects.

13. A system in accordance with claim 11, wherein the processing system is further configured to generate advertisements having the design and direct the advertisements to the list of prospects.

14. A system in accordance with claim 11, wherein the request for customer targeting information comprises a request to select a pre-defined customer targeting method.

15. A system in accordance with claim 11, wherein the request for customer targeting information comprises a request to select customer targeting criteria.

16. A system in accordance with claim 11, wherein the request for customer targeting information comprises a request to input customer targeting criteria.

17. A system in accordance with claim 11, wherein the request for advertisement information comprises a request to select a type of advertisement.

18. A system in accordance with claim 11, wherein the request for advertisement information comprises a request to indicate a type of layout for an advertisement.

19. A system in accordance with claim 11, wherein the request for advertisement information comprises a request to indicate text for an advertisement.

20. A system in accordance with claim 11, wherein the processing system is further configured to upload

customer information to the database through the computer
network.

FIG. 1

FIG. 2

HOME PAGE —140

No Obligation Test Drive —160

Build a Sample Letter —162

View Output Sample —164

Features and Benefits —166

Pricing —168

—102

Subscribe to Service —200

Login —201

My Page —180

Update Account Info —182

Promotions In Progress —184

Promotion History —186

Message Desk —131

News —133

Logout —135

Promotions —300

Instant Promotions —302

Target Prospects —360

Choose Advertisement Method —338

Customize —362

Place Order —374

Favorite Promotions —304

Custom Promotions —306

Analysis —197

Dealer Database Analysis —199

137

Products and Services —175

New Car Promotions —177

Used Car Promotions —185

Parts Related Promotions —187

Service Related Promotions —189

Finance and Insurance Promotions —191

Order Customer List —193

Order Market Research Report —195

Smart Marketing —167

Marketing Basics —169

Automotive Marketing Tips —171

1 To 1 Marketing —173

A

FIG. 3A

Ⓐ

/—102

┌─────────┐ ┌─────────┐ ┌─────────┐ ┌─────────┐ ┌─────────┐ ┌─────────┐
│ 155   │ │ 157   │ │ 159   │ │ 161   │ │ 163   │ │ 165   │
│Check It │ │Current │ │Success │ │Return On│ │Press   │ │Play The │
│Out!   │ │Manufact.│ │Stories │ │Investm. │ │Room   │ │Cool Flash│
│   │ │Rebates │ │   │ │Data   │ │   │ │   │
└─────────┘ └─────────┘ └─────────┘ └─────────┘ └─────────┘ └─────────┘

┌─────────┐ ┌─────────┐ ┌─────────┐ ┌─────────┐ ┌─────────┐
│ 143   │ │ 145   │ │ 147   │ │ 149   │ │ 151   │
│Partners │ │NADA   │ │Newgen   │ │Peppers │ │Automotive│
│and   │ │   │ │Results │ │and   │ │Executive│
│Friends │ │   │ │Corporat.│ │Rodgers │ │Magazine │
│   │ │   │ │   │ │Corporat.│ │   │
└─────────┘ └─────────┘ └─────────┘ └─────────┘ └─────────┘

┌─────────┐
│ 153   │
│Manufact.│
│Relations│
└─────────┘

┌─────────┐
│ 144   │
│Contact │
│Us   │
└─────────┘

┌─────────┐ ┌─────────┐ ┌─────────┐ ┌─────────┐ ┌─────────┐ ┌─────────┐ ┌─────────┐
│ 142   │ │ 146   │ │ 148   │ │ 152   │ │ 154   │ │ 156   │ │ 158   │
│Info   │ │Job   │ │Press   │ │Legal   │ │Privacy │ │Customer │ │Purchase │
│Center   │ │Openings │ │Releases │ │Informat.│ │and   │ │Service │ │Policy   │
│   │ │   │ │   │ │   │ │Security │ │Policy   │ │   │
│   │ │   │ │   │ │   │ │Policy   │ │   │ │   │
└─────────┘ └─────────┘ └─────────┘ └─────────┘ └─────────┘ └─────────┘ └─────────┘

┌─────────┐
│ 141   │
│Site   │
│Map   │
└─────────┘

┌─────────┐ ┌─────────┐ ┌─────────┐ ┌─────────┐
│ 178   │ │ 179   │ │ 181   │ │ 183   │
│Help   │ │FAQ's   │ │Online   │ │Help   │
│   │ │   │ │Support │ │Desk   │
└─────────┘ └─────────┘ └─────────┘ └─────────┘

┌─────────┐ ┌─────────┐
│ 174   │ │ 176   │
│Search   │ │Search   │
│   │ │Results │
└─────────┘ └─────────┘

FIG. 3B

214 — Users Notified Via Email/ Superuser of Account Existence

216 — Was User Notified of Account by Email ?

Yes — 218 — User Clicks on Link to Website Where he Can Login Using his Username And Password.

No

220 — User is Notified of Account by Superuser. User Logs in Using Username/Password.

212 — Superuser Activates Dealership Account and Enters Email Addresses/ Account Usernames-Passwords For Users Who Will Have Access

210 — System Sends Email To Superuser with Login Information

208 — System Administrator Contacts Customer, Sets Up Dealership Superuser Account, Uploads Data, Processes Data

206 — User Submits Dealership Registration Info to System

202 — Start

200 →

222 — End

230 — Dealership Superuser Grants Access For The Users Listed in The Email

226 — Dealership Located In DB ?

No — 232 — Dealership Not Found

Yes — 228 — Email Sent to Dealership Superuser w/Request For User Account Creation

224 — User Submits Individual Account Info to System

204 — Start

FIG. 4

303

As An Optional Feature, The User May
Upload His or Her Own Customer Data
To The Database 101

301

305

System Requests Customer Targeting
Information For Building a Promotion

307

System Receives Customer Targeting
Information From User

309

System Analyzes Data In Database 101
Based On Targeting Information To
Develop A List Of Prospects

311

System Requests Information
Regarding The Type Of Advertisement

313

System Receives Advertisement
Design Information From User

315

System Generates A Design For An
Advertisement Based On The
Advertisement Design Information

317

User Reviews And Tests The
Promotion

319

System 100 Or System 110 Fulfills The
Promotion By Generating The
Advertisements And Directing Them
To The List Of Prospects

FIG. 5

6/39

FIG. 6

7/39

Carabunga — 308 310

Login

312

Carabunga — 314   **306**

e-Promotions 318

Login

320   316

Carabunga — 324 322

Choose a Promotion

Next ▷

326

Carabunga — 340

Target Prospects - Select Criteria

330

342   ◁Back   Next ▷

Carabunga — 344

Target Prospects - Zip Code

346   348

Cancel   Save

Carabunga — 340

Target Prospects - Select Criteria

◁Back   Next ▷

Carabunga — 350

Review Results

352

354

◁Back   Next ▷

Carabunga — 338

Choose Advertising

◁Back   Next ▷

FIG. 7

321 — (Start)

323 — Custom Promotion ? — **No** → 329 — Use Promotion Wizard ?

No → Go To "My Favorite Promotions"

325 — **Yes**

System Receives User's Selection Of Search Criteria

Yes Go To "Instant Promotions"

327 —

System Receives Values For The Selected Criteria From User

331 —

System Receives User's Selection Of An "Instant" Promotion Having Predefined Search Criteria And Values

333

System Receives User's Selection Of A Previously Run Promotion Having Predefined Search Criteria And Values

335 — Overlay 3rd Party List On Database 101 ? — **Yes** →

System Obtains 3rd Party List And Overlays It Onto Database 101

337

339 — **No**

System Searches The Database 101 (And Any Overlayed 3rd Party Lists) To Identify People And/Or Vehicles Meeting The Values For The Search Criteria

FIG. 8

9/39

400

```
      ┌─────┐
      │Start│ ─── 402
      └─────┘
         │
         ▼
    ╱─────────╲
   ╱ Targeting ╲
  ╱  Customers   ╲  Yes   ┌──────────┐
 ╱   Via mail     ╲ ────→ │ Create a │ ─── 410
 ╲       ?        ╱       │  Mailer  │
  ╲   404        ╱        └──────────┘
   ╲           ╱                │
    ╲─────────╱                 ▼
         │ No            ┌──────────────┐
         │               │ Automatically│
         │               │ Create       │ ─── 412
         │               │ A Mailer     │
         │               └──────────────┘
         │                      │
         │                      ▼
         │               ┌──────────────┐
         │               │ Select/Edit  │ ─── 414
         │               │ Layouts      │
         │               └──────────────┘
         │                      │
         │                      ▼
         │               ┌──────────────┐
         │               │ Select/Edit  │ ─── 416
         │               │ Copy         │
         │               └──────────────┘
         │                      │
         │                      ▼
         │               ┌──────────────┐
         │               │ Select/Edit  │ ─── 418
         │               │ Text         │
         │               └──────────────┘
         ▼
    ╱─────────╲
   ╱ Targeting ╲
  ╱  Customers   ╲  Yes   ┌──────────┐
 ╱   Via Email    ╲ ────→ │ Create   │ ─── 420
 ╲       ?        ╱       │ An Email │
  ╲   406        ╱        └──────────┘
   ╲           ╱                │
    ╲─────────╱                 ▼
         │ No            ┌──────────────┐
         │               │ Automatically│
         │               │ Create       │ ─── 422
         │               │ An Email     │
         │               │ Message      │
         │               └──────────────┘
         │                      │
         │                      ▼
         │               ┌──────────────┐
         │               │ Select/Edit  │ ─── 424
         │               │ Copy         │
         │               └──────────────┘
         ▼
    ╱─────────╲
   ╱ Targeting ╲
  ╱  Customers   ╲  Yes   ┌──────────────┐
 ╱  Via Telephone ╲ ────→ │ Create a     │ ─── 426
 ╲       ?        ╱       │ Telemarketing│
  ╲   408        ╱        │ Campaign     │
   ╲           ╱          └──────────────┘
    ╲─────────╱                 │
         │ No                   ▼
         │               ┌──────────────┐
         │               │ Automatically│
         │               │ Create       │ ─── 428
         │               │ Telemarketing│
         │               │ Script       │
         │               └──────────────┘
         │                      │
         │                      ▼
         │               ┌──────────────┐
         │               │ Select/Edit  │ ─── 430
         │               │ Script       │
         │               └──────────────┘
         │                      │
         ▼                      ▼
      ┌─────┐                  432
      │ End │ ◄─────────────────
      └─────┘
```

FIG. 9

FIG. 10

FIG. 11

CARABUNGA.COM

File   Edit   View   Favorites   Tools   Help

Address http://car_app_svr//

Catch the wave!
carabunga.com

Search

My Carabunga   ePromotions   eRoad

Contact   Site Map
Info Center   Help

Click here to sell new cars

START
- Choose a Promotion
- Choose a Category
- Promotion Options
- Define Criteria
- Gather Criteria
- Review Prospects
- Campaign Options
- Order Placement
END

Overview | Summary

Choose a Promotion

Cancel   Next

○   Instant Promotions

Easy-to-use promotions designed by Carabunga.

○   My Favorite Promotions

Promotions that you have previously used.

◉   Customer Promotions

Promotions that you build yourself. Recommended for advanced users only.

? Choose one of the following promotions, then click on the next button.

Local Intranet

FIG. 12

CARABUNGA.COM

File Edit View Favorites Tools Help

Address http://car_app_svr/

catch the wave!
Carabunga.com

Search

My Carabunga   ePromotions   eRoad   Contact   Site Map
                                        Info Center   Help

Click here to sell new cars

Overview Summary

START
- Choose a Promotion
- Choose a Category
- Promotion Options
- Define Criteria
- Gather Criteria
- Review Prospects
- Advertising Method
- Campaign Options
- Order Placement
END

Choose a Category

Cancel   Previous   Next

⦿ New Vehicle Sales Promotions
    Promotions that help you sell your new vehicles.

○ Used Vehicle Sales Promotions
    Promotions that help you sell your used vehicles.

○ Parts Related Promotions
    Promotions that help you advertise parts.

○ Service Related Promotions
    Promotions that target maintenance service prospects.

○ Finance and Insurance Promotions
    Promotions that target financial aspects such as special interest rate programs.

② Choose one of the following advertising categories and click next to continue.

Done   Local Intranet

FIG. 13

CARABUNGA.COM

File Edit View Favorites Tools Help

Address http://car_app_svr/

catch the wave!
carabunga.com

My Carabunga   ePromotions   eRoad

Contact   Site Map
Info Center   Help

Click here to sell new cars

Select Promotion Options

Cancel   Previous   Next

Overview Summary

START
☞ Choose a Promotion
◇ Choose a Category
▢ Promotion Options
◇ Define Criteria
◇ Gather Criteria
◇ Review Prospects
◇ Advertising Method
◇ Campaign Options
◇ Order Placement
END

Promotion Name
Custom Promotion

② Provide a descriptive name for your promotion.

☐ Select All Data Sources
Selects all the below Data Sources

☑ My Customer Database
Your Dealership's Customer Database

☐ Precision Customer List
Prospect Database provided by Precision

③ Select which data source(s) you would like to use for targeting prospects. The customer list in these data sources will be filtered using the criteria you will specify in the next few steps.

Local Intranet

FIG. 14

FIG. 15

FIG. 16

FIG. 17

CARABUNGA.COM

File Edit View Favorites Tools Help

Address http://car_app_surf/

Go Links

catch the wave!
carabunga.com

Search

Click here to sell new cars

My Carabunga ePromotions eRoad

Contact Site Map
Info Center Help

Overview | Summary

Review Prospect Results

Cancel Previous Next

START

Choose a Promotion
Choose a Category
Promotion Options
Define Criteria
Gather Criteria
Review Prospects
Advertising Method
Campaign Options
Order Placement
END

Criteria Value(s) Prospects Found Prospects Left Logical Operator

Zip Code 95959,89819,17954 2 2

Number of Prospects to be Targeted = 2

Click on the links above to edit or remove criteria. When finished click on the Next button.

Done

Local Intranet

FIG. 18

FIG. 19

FIG. 20

CARABUNGA.COM

File Edit View Favorites Tools Help

Address http://car_app_swf/

catch the wave!
carabunga.com

Search

Click here to sell new cars

My Carabunga   ePromotions   eRoad   Contact   Info Center   Site Map   Help

Create Letter Content

Cancel   Previous   Next

START
Choose a Promotion
Choose a Category
Promotion Options
Define Criteria
Gather Criteria
Review Prospects
Advertising Method
Letter Layout
Letter Content
Preview Letter
Campaign Options
Order Placement
END

Overview   Summary

Choose a Text Template (optional)
New Car Inventory Reduction Sale - Letter

Customize your letter content below by providing: a date, salutation, letter text, and enclosure. You may also choose from a list of templates from above to use that may help you in writing your letter.

While customizing your letter you may provide the Dynamic Text options below. These tags will be replaced with the customer data on file:

FIRSTNAME   LASTNAME   VEHICLEYEAR   VEHICLEMODEL
VEHICLEMAKE   ESTIMATEMILES   LASTVISITMILES   LASTVISITDATE
DEALERNAME   USERNAME   DEALERADDRESS   DEALERPHONE

Date
6/14/00

[Customer Mailing Label will be inserted here]

New Car Inventory Reduction Sale - Letter

Select Salutation

Done   Local Intranet

FIG. 21

CARABUNGA.COM

File Edit View Favorites Tools Help

Address http://car app evt/

catch the wave!
carabunga.com

Search

My Carabunga   ePromotions   eRoad

Click here to sell new cars

Contact   Site Map
Info Center   Help

Preview Letter

Cancel   Previous   Next

Overview | **Summary**

START
- Choose a Promotion
- Choose a Category
- Promotion Options
- Define Criteria
- Gather Criteria
- Review Prospects
- Advertising Method
- Letter Layout
- Letter Content
- Preview Letter
- Campaign Options
- Order Placement
END

New Car Inventory Reduction Sale - Letter.

In an attempt to liquidate more than 250 new and quality pre-owned vehicles, DEALERSHIPNAME is announcing the most aggressive new vehicle sales campaign in history. We clearly marked on the windshield of every new vehicle the lowest prices possible. In some cases this price is below invoice.

Use the Preview browser to make sure your Letter looks exactly the way you want it to be mailed out. By clicking the next button and continuing with the promotion you accept this layout and the final preview. For a better view we recommend you view the postcard in a new window and print it out. Click here to view the postcard in a new window. Close the window when you are finished to return to the wizard.

Done   Local Intranet

FIG. 22

FIG. 23

FIG. 24

FIG. 25

Carabunga.com

Become a Carabunga Customer

| My Carabunga | e-Road | e-Promotions |

Choose a Promotion **Target Prospects** Choose Advertising Payment Place Order Receipt

Target Prospects – Select an Existing Promotion

Choose one of the following pre-designed methods to Target Prospects, then click on the Next button.

Your Current Promotion

Promotion Wizard

Description			*ROI*
☐ Method 1			
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonumm nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.			90%
☐ Method 1			
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonumm nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.			90%
☐ Method 1			
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonumm nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.			90%

(< Back) (Next >)

FIG. 26

Carabunga.com

My Carabunga	e-Road	e-Promotions

Choose a Promotion   Target Prospects   Choose Advertising   Payment   Place Order   Receipt

Target Prospects – Select Favorite Promotion

Choose from your list of favorite methods to Target Prospects, then click on the Next button.

Description	ROI
☐ **Method 1**	
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonumm nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. <u>See</u> <u>details...</u>	90%
☐ **Method 2**	
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonumm nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. <u>See</u> <u>details...</u>	90%
☐ **Method 3**	
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonumm nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. <u>See</u> <u>details...</u>	90%

Your Current Promotion

My Favorite Promotions

(< Back)   (Next >)

FIG. 27

Carabunga.com

LoginLogout   Carabunga Info | Contact Us   Search | Site Map | Help

Become a Carabunga Customer

| My Carabunga | e-Road | e-Promotions |

Choose a Promotion **Target Prospects** Choose Advertising Payment Place Order Receipt

Target Prospects – Select Criteria

Choose on the links below to add criteria to your promotion. When finished, click on the Next button.

Vehicle Information
Make Model Year
Date of Last Service
Mileage
Value

Customer Information
Age
Zip Code
City
Income
Number of Dependents
Auto Club Membership

Your Current Promotion

Custom Promotion

(< Back)   (Next >)

FIG. 28

Carabunga.com

Login|Logout

Become a Carabunga Customer

| My Carabunga | e-Road | e-Promotions |

Choose a Promotion   **Target Prospects**   Choose Advertising   Payment   Place Order   Receipt

Target Prospects -- Zip Codes

Enter one or more zip codes in the fields blow, then click on the Save button.

Your Current Promotion

Custom Promotion

(Cancel)   (Save)

Both buttons return the user to the Target Prospects-Select Criteria page.
The Cancel buttom does not save the zip codes.
The Save button saves the zip codes.

FIG. 29

Carabunga.com

My Carabunga	e-Road	e-Promotions

Choose a Promotion **Target Prospects** Choose Advertising Payment Place Order Receipt

Target Prospects – Review Results

Click on the links below to edit or remove criteria. When finished, click on the Next button.

Criteria	Values	# Prospects Left		
Zip Code	90024, 90028	3210	Edit	Remove
Make	Accura, Audi, BMW	2070	Edit	Remove
City	Los Angeles	790	Edit	Remove
Total Prospects		790		

Returns the user to the screen where the promotion criteria can be edited.

Removes the item from the promotion

Your Current Promotion

Custom Promotion
Zip Code
Make
City
Total Prospects=750

(< Back)   (Next >)

FIG. 30

Carabunga.com

Carabunga Info | Contact Us   Search | Site Map | Help

LoginLogout

Become a Carabunga Customer

| My Carabunga | e-Road | e-Promotions |

Choose a Promotion Target Prospects **Choose Advertising** Payment Place Order Receipt

Choose Advertising

Choose one or more of the following advertising methods, then click on the Next button.

☐ |icon| **Direct Mail**

☐ |icon| **Email**

☐ |icon| **Telemarketing**

Your Current Promotion

Custom Promotion
Zip Code
Make
City
Total Prospects=790

Promotion Progress Bar

*e-Promotions process relies
on the Next button to guide
users through the process.*

(< Back)   (Next >)

FIG. 31

Carabunga.com

| My Carabunga | e-Road | e-Promotions |

Choose a Promotion   Target Prospects   **Choose Advertising**   Payment   Place Order   Receipt

Choose Advertising – Direct Mail Options

Choose one of the direct mail options, then click on the Next button.

Your Current Promotion

Custom Promotion
Zip Code
Make
City
Total Prospects=790

Promotion Progress Bar

○ [icon] **Letter**

○ [icon] **Postcard**

○ [icon] **Flyer**

○ [icon] **Coupons**

e-Promotions process relies on the Next button to guide users through the process.

(< Back)   (Next >)

FIG. 32

Carabunga.com

| My Carabunga | e-Road | e-Promotions |

Choose a Promotion   Target Prospects   **Choose Advertising**   Payment   Place Order   Receipt

Choose Advertising – EMail Options

Choose one of the following email options, then click on the Next button.

○ [icon] **Letter**

○ [icon] **Postcard**

○ [icon] **Survey**

○ [icon] **Coupons**

Your Current Promotion

Custom Promotion
Zip Code
Make
City
Total Prospects=790

Promotion Progress Bar

e-Promotions process relies on the Next button to guide users through the process.

(< Back)   (Next >)

FIG. 33

Carabunga.com

My Carabunga | e-Road | e-Promotions

Choose a Promotion   Target Prospects   Choose Advertising   Payment   Place Order   Receipt

Choose Advertising -- Edit Mail Layout

Choose one or more of the following advertising layouts, then click on the Next button.

Templates

Your Current Promotion

Custom Promotion
Zip Code
Make
City
Total Prospects=790

Promotion Progress Bar

e-Promotions process relies
on the Next button to guide
users through the process.

< Back   Next >

FIG. 34

Carabunga.com

LoginLogout

Carabunga Info | Contact Us   Search | Site Map | Help

Become a Carabunga Customer

| My Carabunga | e-Road | e-Promotions |

Choose a Promotion   Target Prospects   **Choose Advertising**   Payment   Place Order   `Receipt

Choose Advertising - Edit Direct Mail Copy

To change the script, enter text in the field below and click on the Save button. To return to the Review Script page without saving changes, click on the Cancel button.

Available Copy ▽

Dear [Customer Name]

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad

minim veniam, quis nostrud exerci cation ullamcorper suscipit lobortis nisl ut aliquip ex en commod consequat. Duis autim vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat,

vel illum dolor eu fequiat nulla faculusus at vero eros et accusmsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum

Sincerely,

John Doe
Manager, Anywhere Ford

Your Current Promotion

Custom Promotion
Zip Code
Make
City
Total Prospects=750

Menu contains list of available scripts created by Carabunga. Option appears if and only if this is a custom or templated script.

On change, reload page w/ script in Textarea.

Allow for entering dynamic text tags based on what is shown as available.

Dynamic Text Tag Options:
[Customer Name]
[Make]
[Model]

Returns user to Review Script page with or without saving changes

(Cancel)   (Save)

FIG. 35

Carabunga.com

Login Logout   Carabunga Info | Contact Us   Search | Site Map | Help

Become a Carabunga Customer

My Carabunga	e-Road	e-Promotions

Choose a Promotion   Target Prospects   Choose Advertising   Payment   Place Order   Receipt

Choose Advertising - Review Direct Mail

After reviewing the sample of your direct mail advertising, click on the Next button. If you wish to edit a portion of your direct mail ad, click on the button at the bottom of the page.

Your Current Promotion

Custom Promotion
Zip Code
Make
City
Total Prospects=790

CALLER:
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

CALLER:
Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu

(Edit Layout)   (Edit Copy)   (< Back)   (Next >)

FIG. 36

Carabunga.com

<u>Login</u> <u>Logout</u>   <u>Carabunga Info</u> | <u>Contact Us</u>   <u>Search</u> | <u>Site Map</u> | <u>Help</u>

<u>Become a Carabunga Customer</u>

| My Carabunga | e-Road | e-Promotions |

Choose a Promotion   Target Prospects   **Choose Advertising**   Payment   Place Order   Receipt

Choose Advertising - Edit EMail Script

To change the script, enter text in the field below and click on the Save button. To return to the Review Script page without saving changes, click on the Cancel button.

Available Scripts [▽]

CALLER:
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

CALLER:
ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex en commodo consequat. Duis autem vel eum iriure dolor in hendreeit in vulputate velit esse molestie consequate, vel illum dolore eu

CALLER:
Fequia nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor ait amet, consectetuer adipiscing elit, sed diam nonummy nibh

CALLER:
euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipic lobortis nisi ut aliquip ex en commodo consequat.

Your Current Promotion

Custom Promotion
Zip Code
Make
City
Total Prospects=790

Menu contains list of available scripts created by Carabunga. Option appears if and only if this is a custom or templated script.

On change, reload page w/ script in Textarea.

Returns user to Review Script page with or without saving changes

(Cancel)   (Save)

FIG. 37

Carabunga.com

LoginLogout   Carabunga Info | Contact Us   Search | Site Map | Help

Become a Carabunga Customer

| My Carabunga | e-Road | e-Promotions |

Choose a Promotion Target Prospects Choose Advertising Payment Place Order Receipt

Choose Advertising - Review EMail

After reviewing the sample of your email advertising, click on the Next button. If you wish
to edit a portion of your direct mail ad, click on the button at the bottom of the page.

CALLER:
Lorem ipsum dolor sit amet, consectetuer
adipiscing elit, sed diam nonummy nibh
euismod tincidunt ut laoreet dolore magna
aliquam erat volutpat.

CALLER:
Ut wisi enim ad minim veniam, quis nostrud
exerci tation ullamcorper suscipit lobortis nisl ut
aliquip ex ea commodo consequat. Duis autem
vel eum iriure dolor in hendrerit in vulputat velit
esse molestie consequat, vel illum dolore eu

Your Current Promotion

Custom Promotion
Zip Code
Make
City
Total Prospects=790

(Edit Layout) (Edit Copy)   (< Back)   (Next >)

FIG. 38

Carabunga.com

Login/Logout   Carabunga Info | Contact Us   Search | Site Map | Help

Become a Carabunga Customer

| My Carabunga | e-Road | e-Promotions |

Choose a Promotion   Target Prospects   **Choose Advertising**   Payment   Place Order   Receipt

Choose Advertising - Edit Telemarketing Script

To change the script, enter text in the field below and click on the Save button. To return to the Review Script page without saving changes, click on the Cancel button.

Available Scripts [⊠]   *Menu contains list of available scripts created by Carabunga. Option appears if and only if this is a custom or templated script.*

Your Current Promotion

Custom Promotion
Zip Code
Make
City
Total Prospects=790

CALLER:
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

CALLER:
ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex en commodo consequat. Duis autem vel eum iriure dolor in hendreeit in vulputate velit esse molestie consequate, vel illum dolore eu

CALLER:
Fequia nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor ait amet, consectetuer adipiscing elit, sed diam nonummy nibh

CALLER:
euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipic lobortis nisl ut aliquip ex en commodo consequat.

On change, reload page w/ script in Textarea.

(Cancel)   (Save)   *Returns user to Review Script page with or without saving changes*

FIG. 39

PATENT COOPERATION TREATY

PCT

DECLARATION OF NON-ESTABLISHMENT OF INTERNATIONAL SEARCH REPORT

(PCT Articl 17(2)(a), Rul s 13ter.1(c) and Rule 39)

Applicant's or agent's file reference 68475/7207	IMPORTANT DECLARATION	Date of mailing*(day/month/year)* 11/10/2001
International application No. PCT/US 01/ 19358	International filing date*(day/month/year)* 14/06/2001	(Earliest) Priority date*(day/month/year)* 16/06/2000

International Patent Classification (IPC) or both national classification and IPC
G06F17/60

Applicant
CARABUNGA.COM, INC.

This International Searching Authority hereby declares, according to Article 17(2)(a), that **no International search report will be established** on the International application for the reasons indicated below

1. [X]   The subject matter of the International application relates to:

   a. [ ] scientific theories.

   b. [ ] mathematical theories

   c. [ ] plant varieties.

   d. [ ] animal varieties.

   e. [ ] essentially biological processes for the production of plants and animals, other than microbiological processes and the products of such processes.

   f. [X] schemes, rules or methods of doing business.

   g. [ ] schemes, rules or methods of performing purely mental acts.

   h. [ ] schemes, rules or methods of playing games.

   i. [ ] methods for treatment of the human body by surgery or therapy.

   j. [ ] methods for treatment of the animal body by surgery or therapy.

   k. [ ] diagnostic methods practised on the human or animal body.

   l. [ ] mere presentations of information.

   m. [ ] computer programs for which this International Searching Authority is not equipped to search prior art.

2. [ ]   The failure of the following parts of the International application to comply with prescribed requirements prevents a meaningful search from being carried out:

   [ ] the description   [ ] the claims   [ ] the drawings

3. [ ]   The failure of the nucleotide and/or amino acid sequence listing to comply with the standard provided for in Annex C of the Administrative Instructions prevents a meaningful search from being carried out:

   [ ] the written form has not been furnished or does not comply with the standard.

   [ ] the computer readable form has not been furnished or does not comply with the standard.

4. Further comments:

Name and mailing address of the International Searching Authority European Patent Office, P.B. 5818 Patentlaan 2 NL-2280 HV Rijswijk Tel. (+31-70) 340-2040, Tx. 31 651 epo nl, Fax: (+31-70) 340-3016	Authorized officer María Rodríguez Nóvoa

Form PCT/ISA/203 (July 1998)

FURTHER INFORMATION CONTINUED FROM   PCT/ISA/ 203

The subject-matter claimed in claims 1-10 (the method claims) falls under the provisions of Article 17(2)(a)(i) and Rule 39.1(iii) PCT, such subject-matter relating to a method of doing business.

Claims 11-20 relate to commonplace technological features for performing the business method of the method claims. Although these claims do not literally belong to the method category, they essentially claim protection for the same commercial effect as the method claims. With reference to the Guidelines, B-VIII, points 1-6, the International Searching Authority considers that searching such commercial features would serve no useful purpose. This applies to the remaining commonplace technological features of these claims as well.

The applicant's attention is drawn to the fact that claims relating to inventions in respect of which no international search report has been established need not be the subject of an international preliminary examination (Rule 66.1(e) PCT). The applicant is advised that the EPO policy when acting as an International Preliminary Examining Authority is normally not to carry out a preliminary examination on matter which has not been searched. This is the case irrespective of whether or not the claims are amended following receipt of the search report or during any Chapter II procedure. If the application proceeds into the regional phase before the EPO, the applicant is reminded that a search may be carried out during examination before the EPO (see EPO Guideline C-VI, 8.5), should the problems which led to the Article 17(2) declaration be overcome.